



Issue 2 - 2013

CONNECT

H O U S E M A G A Z I N E

BUILDING
a **LEGACY**

----- JSW CENTRE -----

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BUILDING *a* LEGACY



Iconic JSW Centre: A view from Bandar Kurla Complex

The recently opened steel-and-glass Corporate Headquarters, JSW Centre, is a new jewel in JSW Group's crown. The iconic, multi-storey building is a symbol of the Group's progressive vision, transparency and passion for excellence.

The legacy of JSW Group has changed dramatically with the opening of its stunning Corporate Office, JSW Centre, at Mumbai. The Centre was unveiled and dedicated as a fitting tribute to all its employees whose lives JSW touched, and those who will also be inspired by its vision, values and determination to succeed.

JSW Group was established with the core value of nurturing society and environment where our people could thrive, both professionally and personally. Today, this philosophy combined with our work hard, play hard attitude, is a significant driver behind our growth and success.

JSW Centre is an outstanding landmark that makes up the Bandra-Kurla Complex, famously referred to as BKC. The tower with its sky garden terraces redefines BKC skyline into tangible structure of concrete, steel, and glass. The exterior of the mesmerising architecture is a glass canvas, with halo of a roof canopy, which glows with stainless steel rim in the sun and white streak of light in the moonlit night, visible to visitors approaching from a distance. The most dramatic experience is at the point where the triangulation soars at the shimmering knife-edge where two rippling glass façades of the form convene.

The creation of JSW Centre was based on a cherished dream held by Mr. Sajjan Jindal, reveals Mrs. Sangita Jindal. "Mr. Jindal was clear that the office should be outstanding and at par with the best in the world." About the ambience, she

adds, the emphasis was to have a bright, calm and inviting workplace with lot of open space. "The thought behind having it in white was for serenity, simplicity and purity."

Another idea behind creation of JSW Centre was to have all employees function under one roof and finally that dream has come true. "This is a great step for us", said Mr. Sajjan Jindal, Chairman & Managing Director. "We deeply understand that great performance is inextricably linked to a great environment."

Before the JSW Centre was built, the Group was headquartered at Jindal Mansion, in south Mumbai. The Group's various departments were scattered in different locations. In early 2008, construction of the new building started, and it was fully ready in May 2013.

JSW Centre has become perhaps, the most eminent representation of the Group's envisioned future, dynamism and its vibrant brand identity. The Group chose Stantec (formerly known as Burt Hill Design Pvt. Ltd.) to design the 2.2-acre site, shaped like an eye that suggests its iconic form. The building is uniquely planned as a finely tuned musical instrument that dynamically responds to sun, wind, rain and occupants' comfort.

The grandeur of the entrance lobby is literally designed and carved as a jewel under the foliage of the tower above. One elevates into sublimation and spirituality, witnessing the monumentality of

the canopy hauling over the enthralling foyer as you move closer to the building experiencing its refined details.

Pristine white flooring of the foyer, beautifully suffused with natural light is just a glimpse of an uncharacteristic office in India. An engaging public realm is highlighted by a sculptural water feature exquisitely juxtaposed in simple unrivalled landscape. At pause, the portal doorway invites the visitors and employees, greets them with a rolled-out carpet into the interior realms.



Anish Kapoor's Hexagon in the lobby



Someone Else - A library of 100 books by Shilpa Gupta

As you take the flight of stairs to the central atrium from the south entrance, the wall on the left features a belief by our Group Founder, Shri O. P. Jindal, which says, "Where others see walls, I see doors". The entrance from the north doorway reads another quotation by Shri Jindal, "If I lie, I will have to remember what lie I told; Truth is far simpler to remember." Clearly, both these citations depict JSW's deep vision and high values.

The main foyer's remarkable design beginning from its Hooting stone base opens up through the Centre with an open atrium to stream sunlight into the core. The building's two elliptical sides glide fluidly, one into the other in balanced rhythm, a kind of metaphorical, if modern, yin and yang [opposite ends of a cycle]. To enhance the experience, a dual-glazed skin supported by a steel structure provides views into, from, and through the building in every direction.

Given the lobby's unique design, a 30 foot x 100 foot eye-shaped sky-lit court is created to bring light deeply into the centre of the building. Daylight passes through this or is reflected into the office floors, creating a scintillating design feature, thereby providing a sense of unity to employees working in different sections of the building.

JSW has witnessed amazing change and sustained growth over the past decade. If asked what has made our organisation so successful, the emphatic response will be, "It's our People." The JSW Headquarters addresses commitment for creating a transparent and collaborative work culture and reinforces the organisation's youthful image. The building pays more than a cursory nod to JSW's resolute power, with the design and structural integrity using full potential of steel to create a modern and contemporary work environment. In fact, in corporate India, it

is perhaps, the first building of its kind using steel in its creation.

Reflecting on his contribution in building JSW Centre, Mr. John Kattikaren, AVP, Civil Department says, "When we started work on this project, the concept of steel buildings in India was at a nascent stage as far as corporate offices are concerned. Building such an amazing structure with its unique design and features was indeed a challenge and a great learning experience." However, the successful execution of the project

Ravi Sarangan says, "Knowing the Jindal family as the renowned patrons and connoisseurs of art, we endeavoured to infuse avant-garde art installations in the design." The design focuses and revolves around the use of natural light and application of white as the base colour. "With abundant use of white, each work of art gets its own highlight and renders its individual space without trespassing on either the functionality of spaces or artistic clashes with other installations across the structure."



Connect, the Cafeteria

JSW commissioned imaginative fittings by renowned artists, like a multifaceted luminous steel helix, 'Hex-Hex', by Anish Kapoor and 'Someone Else', a library of 100 books made of steel, written anonymously or under pseudonyms by Shilpa Gupta.

has brought immense satisfaction, he adds. "The management's vision and the professional approach of the team that included architects, consultants and vendors truly made this project a memorable experience."

The new office has imbued JSW employees with a deep sense of pride and joy to work in such an inspirational environment. The 10 stories tall building is a workplace for employees that share the Group's progressive values and aggressive ambitions as the Group emerges onto the global stage.

The building's mid-section from levels 2 to 7 is designed as contemporary, flexible workspaces to accommodate the needs of the Group's various functions. There are nearly 660 workstations and 123 cabins to occupy more than 1000 people.

The interior architectural concept is developed by Edifice Consultants. The company's director, Mr.



Business Centre



At the two lower podium and atrium levels, the building provides in-house facilities like a 102-seater auditorium, 200-seater cafeteria, and an area for meeting and gathering facilities. The building traffic is supported by a two level basement parking structure with space for 275 cars.

The traffic of the building is managed by 12 high-speed elevators and a service lift, steering the movement of the employees in an organised manner. With a thoroughly equipped security system that is integrated with the Building Management System, the planning ensures security awareness and protection to all employees throughout the building.

JSW commissioned imaginative fittings by renowned artists, like a multifaceted luminous steel helix, 'Hex-Hex', by Anish Kapoor and 'Someone Else', a library of 100 books made of steel, written anonymously or under pseudonyms by Shilpa Gupta. Besides this, there are works of art by many other established contemporary artists that includes S H Raza, Krishen Khanna and Nilima Sheikh.

"Art is the life and soul of any corporate environment," remarks Mrs. Jindal. "Art not only breaks the monotony of our surroundings, it also lends colour and dimension to life. We would like people to understand the aesthetics of art and its various interpretations."

A sustainable energy-conserving environment was a crucial factor in the building's integrated design. The hybrid air-conditioning system leverages peak load energy consumption by automatically cutting off to save energy.

JSW Centre: Night view



Mr. and Mrs. Jindal with the project team

The use of glass is also atypical, owing to the area's extreme heat. The innovative combination of high-performance tinted glass and double-walls, a first for an office building in India, reduces heat loads to a sustainable level. By maximizing day-lighting opportunities, the predominantly glass envelope lowers energy consumption even more, while suffusing the interiors with natural light.

Few other salient features of the building that support the theory of innovation are the exemplary performance achieved in water efficiency by rainwater storage & harvesting, recycling & reuse of the treated water for flushing, gardening and air-conditioning, by using waterless urinals, low flush fixtures, and automatic controls. JSW Centre's unique design has earned it the LEED

Platinum Certification, the highest ranking in the green building rating system.

JSW Centre presents itself as 'the future of the steel industry'. The inspirational and ethereal environment of the Headquarters elevates the mind with renewed conviction, buoys employee morale, incites new thinking, and emboldens the course for an ever stronger outlook.

With JSW Centre, we have created a unique work environment that stimulates creativity and innovation. The iconic structure lends a sense of pride to our employees and reinforces our vibrant brand identity. More importantly, having all our employees work closely together, openly share ideas, generates collaboration, helps productivity and undoubtedly ensures that we all feel like a family. ■

FACT FILE

Location:
Bandra-Kurla Complex, Mumbai

Developer:
Orbit Corporation Ltd

Architectural Designer:
Stantec (Formerly known as Burt Hill Designs Pvt. Ltd)

Landscape:
Stantec Consulting Pvt. Ltd

Interior Architect:
Edifice Consultants Pvt. Ltd

Façade Consultant:
Façade India Testing Inc.

MEPF & IBMS Consultant:
PDA – Pankaj Dharkar & Associates

Architectural Lighting Consultant:
Studio I., USA

Structural Consultant:
LERA - Leslie E. Robertson Associates, USA
Dr, Kelkar Designs Pvt. Ltd

Steel Fabricator:
Structurati Fabrication Pvt. Ltd

Project Area:
2.2 acres

Built up Area:
550,000 square feet

LEED:
Platinum Rating (Pre Certification)

Total Steel Tonnage:
3300MT